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**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
UTILITY PATENT APPLICATION TRANSMITTAL  
UNDER 37 CFR 1.53(b)**

<i>Address to:</i>  Assistant Commissioner for Patents  Box Patent Application  Washington, DC 20231	<i>Attorney Docket No.</i>	50R4802
	<i>Inventor(s)</i>	CHANG
	<i>Assignee Name:</i>	SONY CORPORATION - Toyko, Japan
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11000 U.S. PTO  
10/07/00 3714***Title of Application:******SYSTEM AND METHOD FOR ESTABLISHING VIEWER SHOPPING PREFERENCES BASED ON VIEWING AND LISTENING PREFERENCES******Transmitted with the patent application are the following:***

- 1 Page(s) Transmittal form (plus one copy)
- 16 Page(s) Specification, claims, abstract
- 1 Page(s) Formal Drawings
- 4 Page(s) Declaration and Power of Attorney

**EXPRESS MAIL CERTIFICATE*****Respectfully submitted,***

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Signature Jeanne Gahagan

I hereby certify that the above paper/fee is being deposited with the United States Postal Service "Express Mail Post Office to Addressee" service under 37 CFR 1.10 on the date indicated below and is addressed to the Assistant Commissioner for Patents, Washington, DC 20231